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LEE & HAYES PLLC
421 W RIVERSIDE AVENUE SUITE 500
SPOKANE, WA 99201

EXAMINER	
RUBIN, BLAKE J	
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Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Office Action Summary	Application No.	Applicant(s)	
	10/811,035	WALKUSH ET AL.	
	Examiner	Art Unit	
	BLAKE RUBIN	4152	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1)☒ Responsive to communication(s) filed on *26 March 2004*.

2a)☐ This action is **FINAL**. 2b)☒ This action is non-final.

3)☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4)☒ Claim(s) *1-44* is/are pending in the application.

4a) Of the above claim(s) _____ is/are withdrawn from consideration.

5)☐ Claim(s) _____ is/are allowed.

6)☒ Claim(s) *1-44* is/are rejected.

7)☐ Claim(s) _____ is/are objected to.

8)☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9)☒ The specification is objected to by the Examiner.

10)☒ The drawing(s) filed on *3/26/2004* is/are: a)☐ accepted or b)☒ objected to by the Examiner.

Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

11)☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12)☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

a)☐ All b)☐ Some * c)☐ None of:

1.☐ Certified copies of the priority documents have been received.

2.☐ Certified copies of the priority documents have been received in Application No. _____.

3.☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1) ☒ Notice of References Cited (PTO-892)
2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
3) ☒ Information Disclosure Statement(s) (PTO/SB/08) Paper No(s)/Mail Date *3/26/04*.
4) ☐ Interview Summary (PTO-413) Paper No(s)/Mail Date. _____ .
5) ☐ Notice of Informal Patent Application
6) ☐ Other: _____.

DETAILED ACTION

1. This action is in response to communications filed March 26, 2004.

2. Claims 1-44 are pending in this application.

Drawings

3. The drawings are objected to because Figures 5, 6, and 10 are severely faded, and therefor fail to clearly show their intended representations. Corrected drawing sheets in compliance with 37 CFR 1.121(d) are required in reply to the Office action to avoid abandonment of the application. Any amended replacement drawing sheet should include all of the figures appearing on the immediate prior version of the sheet, even if only one figure is being amended. The figure or figure number of an amended drawing should not be labeled as "amended." If a drawing figure is to be canceled, the appropriate figure must be removed from the replacement sheet, and where necessary, the remaining figures must be renumbered and appropriate changes made to the brief description of the several views of the drawings for consistency. Additional replacement sheets may be necessary to show the renumbering of the remaining figures. Each drawing sheet submitted after the filing date of an application must be labeled in the top margin as either "Replacement Sheet" or "New Sheet" pursuant to 37 CFR 1.121(d). If the changes are not accepted by the examiner, the applicant will be notified and informed of any required corrective action in the next Office action. The objection to the drawings will not be held in abeyance.

Specification

4. The title of the invention is not descriptive. A new title is required that is clearly indicative of the invention to which the claims are directed. The following title is suggested: An interactive messaging system for editing, sending, retrieving, and viewing electronic bubble messages.

Claim Rejections - 35 USC § 101

5. 35 U.S.C. 101 reads as follows:

> Whoever invents or discovers any new and useful process, machine, manufacture, or composition of matter, or any new and useful improvement thereof, may obtain a patent therefor, subject to the conditions and requirements of this title.

6. Claims 39-44 are rejected under 35 U.S.C. 101 because the claimed invention is directed to non-statutory subject matter.

7. With respect to claims 39, a computer readable medium having thereon a bubble message data structure is recited, it appears the computer readable medium fails to provide any functionality, and thus only acts as a medium by which a data structure is stored. Thus the claim constitutes unpatentable subject matter. Merely claiming nonfunctional descriptive material, i.e., abstract ideas, stored on a computer-readable medium, in a computer, or on an electromagnetic carrier signal, does not make it patentable subject matter.

8. Claims 40-44, fail to resolve the deficiencies of claims 39, since they only describe further the nonfunctional material,

Claim Rejections - 35 USC § 102

9. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

> A person shall be entitled to a patent unless –
>
> (e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

10. Claims 1-9, 11-14, 16, 20-23, 27-29, and 33-35 are rejected under 35 U.S.C. 102(e) as being anticipated by Harvey et al. (US Patent No. 6,784,901).

11. With respect to claim 1, Harvey discloses the computerized method of bubble messaging (column 5, lines 33-37; Figure 16E) comprising: creating a personalized graphical message (column 6, lines 46-49; column 16, lines 17-32), the personalized graphical message comprising: message text (column 10, lines 61-63; where Harvey uses Avatars to represent a sender/recipient of a message); and a graphical message shape specification (column 16, lines 8-17; where the "graphical message shape" is disclosed by Harvey as "texture" throughout); seamlessly sending the personalized graphical message to at least one recipient (column 10, lines 61-63); as a result of the personalized graphical message being sent, displaying a notification of the personalized

graphical message (column 16, lines 3-7); in response to recipient interaction with the displayed notification of the personalized graphical message, displaying a graphical message open animation that provides a transition to a shape specified by the graphical message shape specification of the personalized graphical message (column 8, lines 1-3); and displaying the personalized graphical message, the displayed personalized graphical message having the shape specified by the graphical message shape specification of the personalized graphical message (column 6, lines 43-49).

12. With respect to claim 2, Harvey discloses the computerized method of claim 1, wherein: the personalized graphical message further comprises: a graphical message iconic shape specification (column 16, lines 17-32); and a graphical message open animation specification (column 8, lines 1-3); displaying the notification of the personalized graphical message comprises displaying a graphical message iconic shape specified by the graphical message iconic shape specification of the personalized graphical message (column 16, lines 3-7); and displaying the graphical message open animation comprises displaying the graphical message open animation specified by the graphical message open animation specification of the personalized graphical message (column 8, lines 1-3).

13. With respect to claim 3, Harvey discloses the computerized method of claim 1, wherein: the personalized graphical message further comprises a sender icon (column 7, lines 53-55; wherein the Avatar is a graphical representation of the sender, and thus

comprises a "sender icon"); and displaying the personalized graphical message comprises displaying the sender icon of the personalized graphical message (column 7, lines 53-55).

14. With respect to claim 4, Harvey discloses the computerized method of claim 1, wherein the graphical message shape specification comprises: a shape identifier; shape dimensions; and a shape color scheme (column 11, lines 22-27).

15. With respect to claim 5, Harvey discloses the computerized method of claim 1, wherein creating the personalized graphical message comprises performing at least one graphical message edit action as a result of at least one user interaction with a bubble message edit graphical user interface component. (column 7, lines 34-42; column 8, lines 22-29; column 11, lines 17-30; Figure 16E).

16. With respect to claim 6, Harvey discloses the computerized method of claim 1, wherein seamlessly sending the personalized graphical message to at least one recipient (column 10, lines 16-20) comprises sending the personalized graphical message to at least one recipient as a result of at least one user interaction with a bubble message edit graphical user interface component (column 7, lines 34-42; column 8, lines 22-29; column 11, lines 17-30; Figure 16E).

17. With respect to claim 7, Harvey discloses the computerized method of claim 1, wherein seamlessly sending the personalized graphical message to at least one recipient comprises: storing the personalized graphical message in a message store (column 5, lines 56-63); and sending said at least one recipient the notification of the personalized graphical message (column 16, lines 3-7).

18. With respect to claim 8, Harvey discloses the computerized method of claim 1, wherein: the shape specified by the graphical message shape specification comprises a bubble shape (Figure 16E); and the graphical message open animation comprises visually inflating the bubble shape (column 22, lines 27-46; Figure 19A-19F; Figure 16E; whereby the bubble shape begins the animation in its iconic form, as it enters the viewport, and as it nears the recipient its size is expanded, which optical recreates the effect of inflating a bubble).

19. With respect to claim 9, Harvey discloses the computerized method of claim 1, wherein: the shape specified by the graphical message shape specification comprises a bubble shape (column 16, lines 3-7; Figure 16E); displaying the notification of the personalized graphical message comprises displaying an iconic form of the bubble shape (column 8, lines 1-3; Figure 16E); and the graphical message open animation comprises visually inflating from the iconic form of the bubble shape to the bubble shape (column 22, lines 27-46; Figure 19A-19F; Figure 16E; whereby the bubble shape

begins the animation in its iconic form, as it enters the viewport, and as it nears the recipient its size is expanded, which optical recreates the effect of inflating a bubble).

20. With respect to claim 11, Harvey discloses the computerized method of claim 1, wherein: a graphical user interface icon is associated with said at least one recipient (column 8, lines 61-66); and creating the personalized graphical message occurs as a result of at least one user interaction with the graphical user interface icon associated with said at least one recipient (column 7, lines 34-42; column 8, lines 22-29; column 11, lines 17-30; Figure 16E).

21. With respect to claim 12, Harvey discloses the computerized method of claim 1, wherein: a graphical user interface icon is associated with said at least one recipient (column 8, lines 61-66); and displaying the notification of the personalized graphical message comprises displaying the notification of the personalized graphical message in proximity to the graphical user interface icon associated with said at least one recipient (column 11, lines 1-16).

22. With respect to claim 13, Harvey discloses the computerized method of claim 1, wherein creating the personalized graphical message comprises retrieving at least one default setting (column 8, lines 35-48).

23. With respect to claim 14, Harvey discloses the computerized method of claim 13, wherein retrieving said at least one default setting comprises retrieving at least one remote default setting (column 35, lines 35-48).

24. With respect to claim 16, Harvey discloses the computerized method of claim 1, wherein creating the personalized graphical message comprises determining at least one constrained-random setting, at least one constraint associated with said at least one constrained-random setting comprising an aesthetically determined constraint (column 7, lines 59-67).

25. With respect to claim 20, Harvey discloses the computer-readable medium having thereon computer-executable instructions for performing the method of claim 1 (column 6, lines 8-13).

26. With respect to claim 21, Harvey discloses the computer-readable medium having thereon computer-executable instructions for communicating in a bubble messaging mode of communication comprising: receiving at least one notification of at least one bubble message (column 16, lines 3-7; Figure 16E), each bubble message comprising: bubble message text (column 10, lines 61-63); and a bubble message shape specification (column 16, lines 8-17); displaying said at least one notification (column 16, lines 3-7; Figure 16E); and in response to user interaction with said at least one notification, displaying, for each of at least one of said at least one bubble message

(column 16, lines 3-7): a bubble message open animation transitioning to a bubble message shape specified by the bubble message shape specification of the bubble message (column 8, lines 1-3); and the bubble message, the bubble message having the bubble message shape specified by the bubble message shape specification of the bubble message (column 16, lines 8-17).

27. With respect to claim 22, Harvey discloses the computer-readable medium of claim 21, wherein: each bubble message further comprises a sender icon identifier (column 7, lines 53-55; wherein the Avatar is a graphical representation of the sender, and thus comprises a "sender icon"); and displaying the bubble message comprises displaying a sender icon identified by the sender icon identifier of the bubble message (column 7, lines 53-55).

28. With respect to claim 23, Harvey discloses the computer-readable medium of claim 21, wherein the bubble message shape specification comprises: a shape identifier; shape dimensions; and a shape color scheme (column 11, lines 22-27).

29. With respect to claim 27, Harvey discloses the computerized system, comprising a bubble message editor, the bubble message editor configured to, at least: create a personalized graphical message, the created personalized graphical message comprising (column 16, lines 17-32): message text (column 10, lines 61-63); and a graphical message shape specification (column 16, lines 8-17), the graphical message

shape specification specifying a shape of the created personalized graphical message when displayed to which a graphical message open animation provides a transition in response to recipient interaction with a displayed notification of the created personalized graphical message (column 8, lines 1-3); and seamlessly send the created personalized graphical message to at least one recipient (column 16, lines 17-32).

30. . With respect to claim 28, Harvey discloses the computerized system of claim 27, wherein: the created personalized graphical message further comprises a sender icon identifier (column 7, lines 53-55; wherein the Avatar is a graphical representation of the sender, and thus comprises a "sender icon"); and displaying the created personalized graphical message comprises displaying a sender icon identified by the sender icon identifier of the created personalized graphical message (column 7, lines 53-55).

31. With respect to claim 29, Harvey discloses the computerized system of claim 27, wherein the graphical message shape specification of the created personalized graphical message comprises: a shape identifier; shape dimensions; and a shape color scheme (column 11, lines 22-27).

32. With respect to claim 33, Harvey discloses the computerized system, comprising a bubble message viewer, the bubble message viewer configured to, at least: display, in response to user interaction with a displayed notification of a received personalized graphical message (column 16, lines 3-7), a graphical message open animation that

provides a transition to a shape specified by a graphical message shape specification of the received personalized graphical message (column 8, lines 1-3), the received personalized graphical message comprising: message text (column 10, lines 61-63); and the graphical message shape specification (column 16, lines 8-17); and display the received personalized graphical message, the received personalized graphical message when displayed having the shape specified by the graphical message shape specification of the received personalized graphical message (column 16, lines 8-17).

33. With respect to claim 34, Harvey discloses the computerized system of claim 33, wherein: the received personalized graphical message further comprises a sender icon identifier (column 7, lines 53-55; wherein the Avatar is a graphical representation of the sender, and thus comprises a "sender icon"); and displaying the received personalized graphical message comprises displaying a sender icon identified by the sender icon identifier of the received personalized graphical message (column 7, lines 53-55).

34. With respect to claim 35, Harvey discloses the computerized system of claim 33, wherein the graphical message shape specification of the received personalized graphical message comprises: a shape identifier; shape dimensions; and a shape color scheme (column 11, lines 22-27).

Claim Rejections - 35 USC § 103

35. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

> (a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negatived by the manner in which the invention was made.

36. **Claim 10 is rejected under 35 U.S.C. 103(a) as being unpatentable over Harvey, as applied to claim 1 above, in view of Dodd (Patent No. 6,321,211).**

37. With respect to claim 10, Harvey discloses the computerized method of claim 1, however fails to disclose visually unwrapping. Dodd disclose the method wherein: displaying the notification (column 4, lines 63-67) of the personalized graphical message comprises displaying a wrapped gift (column 5, lines 44-46; Figure 2B shows the "wrapped gift" as the icon element 142); and the graphical message open animation comprises visually unwrapping the wrapped gift (column 5, lines 53-63; Figure 2E where the "unwrapping" is disclosed upon the recipient positioning the mouse cursor over the present icon and revealing the present). It would have been obvious to one skilled in the art at the time the invention was made to combine the teachings of Harvey with the teachings of Dodd. The mechanism to display animations is disclosed by Harvey (column 8, lines 1-3), therefor it would have been obvious to combine the animation to include unwrapping a gifts, to allow for the message to simulate a virtual exchange of possessions though an animated sequence (Harvey: column 12, lines 40-43).

38. **Claims 15, and 39-41 are rejected under 35 U.S.C. 103(a) as being unpatentable over Harvey, as applied to claim 1 above, in view of Lord et al (Patent No. 7,131,003), hereinafter Lord.**

39. With respect to claim 15, Harvey discloses the computerized method of claim 1, however fails to disclose retrieving one premium setting. Lord discloses the method wherein creating the personalized graphical message comprises retrieving at least one premium setting (column 8, lines 20-34; column 8, lines 9-14; column 10, lines 1-4). It would have been obvious to one skilled in the art at the time the invention was made to combine the teachings of Harvey with the teachings of Lord. The mechanism to display personalized graphical messages is disclosed by Harvey (column 16, lines 17-32), therefor it would have been obvious to combine the message to comprise retrieving a premium setting, to allow for the message to include features which require to the sender to enable in addition to the standard features (Lord: column 8, lines 20-34).

40. With respect to claim 39, Harvey discloses the computer-readable medium having thereon a bubble message data structure specifying a bubble message comprising: bubble message identification data (column 14, lines 11-18); bubble message sender data (column 14, lines 7-10); bubble message shape data (column 16, lines 8-17), the bubble message shape data comprising a bubble message shape specification (column 16, lines 8-17), the bubble message shape specification specifying a shape of the bubble message when displayed to which a bubble message

open animation provides a transition in response to user interaction (column 8, lines 1-3) with a displayed notification of the bubble message (column 16, lines 3-7); and bubble message body data, the bubble message body data comprising bubble message text (column 10, lines 61-63). However, Harvey fails to disclose the version data. Lord discloses the version data (column 14, lines 24-26). It would have been obvious to one skilled in the art at the time the invention was made to combine the teachings of Harvey with the teachings of Lord. The mechanism to create messages is disclosed by Harvey (column 16, lines 17-32), therefor it would have been obvious to combine the message with version data, to allow compatibility between messages sent and received between users with different versions.

41. With respect to claim 40, Harvey discloses the computer-readable medium of claim 39, wherein: the bubble message sender data comprises a sender icon identifier (column 7, lines 53-55; wherein the Avatar is a graphical representation of the sender, and thus comprises a "sender icon"); and displaying the bubble message comprises displaying a sender icon identified by the sender icon identifier of the bubble message sender data (column 7, lines 53-55).

42. With respect to claim 41, Harvey discloses the computer-readable medium of claim 39, wherein the bubble message shape specification of the bubble message shape data comprises: a shape identifier; shape dimensions; and a shape color scheme (column 11, lines 22-27).

43. **Claims 17-19, 24-26, 30-32, and 36-38 are rejected under 35 U.S.C. 103(a) as being unpatentable over Harvey, as applied to claim 1, 21, 27, and 33 above, in view of Azuma (Patent No. 6,321,211).**

44. With respect to claim 17, Harvey discloses the computerized method of claim 1, however fails to disclose an unmodifiable message. Azuma discloses the method wherein the personalized graphical message is unmodifiable after creation (paragraph [0026], whereby the unmodifiable message is described by the, "electronic mail is read only"). It would have been obvious to one skilled in the art at the time the invention was made to combine the teachings of Harvey with the teachings of Azuma. The mechanism to create messages is disclosed by Harvey (column 16, lines 17-32), therefor it would have been obvious to combine the message with the read-only restriction thereby making it unmodifiable, to allow for the integrity of the content of the message to be maintained (Azuma: paragraph [0009]).

45. With respect to claim 18, Harvey discloses the computerized method of claim 1, however fails to disclose a feature policy. Azuma discloses the method wherein displaying the personalized graphical message comprises verifying that the personalized graphical message complies with at least one bubble message feature policy (paragraph [0080]). It would have been obvious to one skilled in the art at the time the invention was made to combine the teachings of Harvey with the teachings of

Azuma. The mechanism to display messages is disclosed by Harvey (column 16, lines 17-32), therefor it would have been obvious to combine the message with a feather policy, to maintain that only registered users have access to the messaging system.

46. With respect to claim 19, Harvey discloses the computerized method of claim 18, however fails to disclose an unmodifiable message. Azuma discloses the method wherein said at least one bubble message feature policy comprises a bubble message feature policy inhibiting modification of the personalized graphical message (paragraph [0026]). It would have been obvious to one skilled in the art at the time the invention was made to combine the teachings of Harvey with the teachings of Azuma. The mechanism to create messages is disclosed by Harvey (column 16, lines 17-32), therefor it would have been obvious to combine the message with the read-only restriction thereby making it unmodifiable, to allow for the integrity of the content of the message to be maintained (Azuma: paragraph [0009]).

47. With respect to claim 24, Harvey discloses the computerized method of claim 21, however fails to disclose an unmodifiable message. Azuma discloses the method wherein each bubble message is unmodifiable (paragraph [0026], whereby the unmodifiable message is described by the, "electronic mail is read only"). It would have been obvious to one skilled in the art at the time the invention was made to combine Harvey the teachings of with the teachings of Azuma. The mechanism to create messages is disclosed by Harvey (column 16, lines 17-32), therefor it would have been

obvious to combine the message with the read-only restriction thereby making it unmodifiable, to allow for the integrity of the content of the message to be maintained (Azuma: paragraph [0009]).

48. With respect to claim 25, Harvey discloses the computerized method of claim 21, however fails to disclose a feature policy. Azuma discloses the method wherein displaying the bubble message comprises verifying that the bubble message complies with at least one bubble message feature policy (paragraph [0080]). It would have been obvious to one skilled in the art at the time the invention was made to combine the teachings of Harvey with the teachings of Azuma. The mechanism to display messages is disclosed by Harvey (column 16, lines 17-32), therefor it would have been obvious to combine the message with a feather policy, to maintain that only registered users have access to the messaging system.

49. With respect to claim 26, Harvey discloses the computerized method of claim 21, however fails to disclose an unmodifiable message. Azuma discloses the method wherein said at least one bubble message feature policy comprises a bubble message feature policy inhibiting modification of the bubble message (paragraph [0026], whereby the inhibited modification of the message is described by the, "electronic mail is read only"). It would have been obvious to one skilled in the art at the time the invention was made to combine the teachings of Harvey with the teachings of Azuma. The mechanism to create messages is disclosed by Harvey (column 16, lines 17-32),

therefor it would have been obvious to combine the message with the read-only restriction thereby making it unmodifiable, to allow for the integrity of the content of the message to be maintained (Azuma: paragraph [0009]).

50. With respect to claim 30, Harvey discloses the computerized method of claim 27, however fails to disclose an unmodifiable message. Azuma discloses the computerized system of claim 27, wherein the created personalized graphical message is unmodifiable after creation (paragraph [0026], whereby the inhibited modification of the message is described by the, "electronic mail is read only"). It would have been obvious to one skilled in the art at the time the invention was made to combine the teachings of Harvey with the teachings of Azuma. The mechanism to create messages is disclosed by Harvey (column 16, lines 17-32), therefor it would have been obvious to combine the message with the read-only restriction thereby making it unmodifiable, to allow for the integrity of the content of the message to be maintained (Azuma: paragraph [0009]).

51. With respect to claim 31, Harvey discloses the computerized method of claim 27, however fails to disclose a feature policy. Azuma discloses the computerized system of claim 27, wherein displaying the created personalized graphical message comprises verifying that the created personalized graphical message complies with at least one bubble message feature policy (paragraph [0080]). It would have been obvious to one skilled in the art at the time the invention was made to combine the teachings of Harvey with the teachings of Azuma. The mechanism to display messages is disclosed by

Harvey (column 16, lines 17-32), therefor it would have been obvious to combine the message with a feather policy, to maintain that only registered users have access to the messaging system.

52. With respect to claim 32, Harvey discloses the computerized method of claim 31, however fails to disclose an unmodifiable message. Azuma discloses the computerized system wherein said at least one bubble message feature policy comprises a bubble message feature policy inhibiting modification of the created personalized graphical message (paragraph [0026], whereby the inhibited modification of the message is described by the, "electronic mail is read only"). It would have been obvious to one skilled in the art at the time the invention was made to combine the teachings of Harvey with the teachings of Azuma. The mechanism to create messages is disclosed by Harvey (column 16, lines 17-32), therefor it would have been obvious to combine the message with the read-only restriction thereby making it unmodifiable, to allow for the integrity of the content of the message to be maintained (Azuma: paragraph [0009]).

53. With respect to claim 36, Harvey discloses the computerized method of claim 33, however fails to disclose an unmodifiable message. Azuma discloses the computerized system wherein the received personalized graphical message is unmodifiable (paragraph [0026], whereby the inhibited modification of the message is described by the, "electronic mail is read only"). It would have been obvious to one skilled in the art at the time the invention was made to combine the teachings of Harvey with the

teachings of Azuma. The mechanism to create messages is disclosed by Harvey (column 16, lines 17-32), therefor it would have been obvious to combine the message with the read-only restriction thereby making it unmodifiable, to allow for the integrity of the content of the message to be maintained (Azuma: paragraph [0009]).

54. With respect to claim 37, Harvey discloses the computerized method of claim 33, however fails to disclose a feature policy. Azuma discloses the computerized system wherein displaying the received personalized graphical message comprises verifying that the received personalized graphical message complies with at least one bubble message feature policy (paragraph [0080]). It would have been obvious to one skilled in the art at the time the invention was made to combine the teachings of Harvey with the teachings of Azuma. The mechanism to display messages is disclosed by Harvey (column 16, lines 17-32), therefor it would have been obvious to combine the message with a feather policy, to maintain that only registered users have access to the messaging system.

55. With respect to claim 38, Harvey discloses the computerized method of claim 37, however fails to disclose an unmodifiable message. Azuma discloses the computerized system wherein said at least one bubble message feature policy comprises a bubble message feature policy inhibiting modification of the received personalized graphical message (paragraph [0026]). It would have been obvious to one skilled in the art at the time the invention was made to combine the teachings of Harvey with the teachings of

Azuma. The mechanism to create messages is disclosed by Harvey (column 16, lines 17-32), therefor it would have been obvious to combine the message with the read-only restriction thereby making it unmodifiable, to allow for the integrity of the content of the message to be maintained (Azuma: paragraph [0009]).

56. **Claims 42-44 are rejected under 35 U.S.C. 103(a) as being unpatentable over Harvey, in view of Lord, as applied to claim 39 above, in further view of Azuma.**

57. With respect to claim 42, the combination of Harvey and Lord fails to disclose an unmodifiable message. Azuma discloses the computer-readable medium wherein the bubble message is capable of being marked unmodifiable (paragraph [0026], whereby the inhibited modification of the message is described by the, "electronic mail is read only"). It would have been obvious to one skilled in the art at the time the invention was made to combine the teachings of Harvey and Lord with the teachings of Azuma. The mechanism to create messages is disclosed by Harvey (column 16, lines 17-32), therefor it would have been obvious to combine the message with the read-only restriction thereby making it unmodifiable, to allow for the integrity of the content of the message to be maintained (Azuma: paragraph [0009]).

58. With respect to claim 43, the combination of Harvey and Lord fails to disclose a feature policy. Azuma discloses the computer-readable medium wherein displaying the

bubble message comprises verifying that the bubble message complies with at least one bubble message feature policy (paragraph [0080]). It would have been obvious to one skilled in the art at the time the invention was made to combine the teachings of Harvey and Lord with the teachings of Azuma. The mechanism to display messages is disclosed by Harvey (column 16, lines 17-32), therefor it would have been obvious to combine the message with a feather policy, to maintain that only registered users have access to the messaging system.

59. With respect to claim 44, the claim is rejected for the same reasons as claim 43 above. In addition, Azuma discloses the computer-readable medium wherein said at least one bubble message feature policy comprises a bubble message feature policy inhibiting modification of the bubble message (paragraph [0026], whereby the inhibited modification of the message is described by the, "electronic mail is read only").

60. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

a.	Schilter	Pub. No.	2002/0103867
b.	Karas et al	Patent No.	7,130,817
c.	Karas et al	Patent No.	7,266,533
d.	Szeto	Patent No.	7,188,143
e.	Ohmaye et al	Patent No.	5,544,305
f.	Ostermann et al.	Patent No.	6,990,452

g. Western Patent No. 7,164,423

Any inquiry concerning this communication or earlier communications from the examiner should be directed to BLAKE RUBIN whose telephone number is (571)270-3802. The examiner can normally be reached on M-R: 7:30-5:00.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Nabil El-Hady can be reached on (571) 272-3963. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

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BJR
12/19/2007

N. El-Hady

NABIL M. EL-HADY
SUPERVISORY PATENT EXAMINER